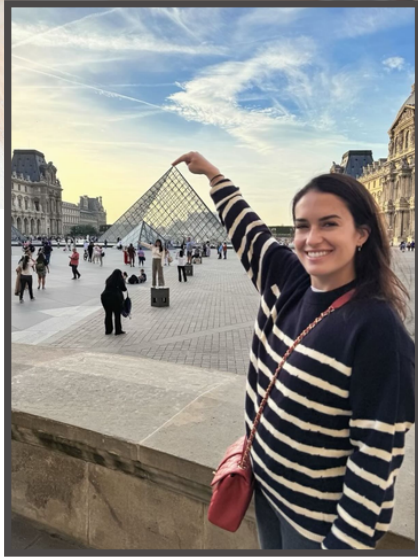




The Digital Marketing *Accelerator*

A STEP BY STEP IN-DEPTH BLUEPRINT FOR LAUNCHING
YOUR OWN DIGITAL MARKETING BUSINESS

Hillary Cortivo



About Me

My name is Hillary Cortivo . In my life I have had many struggles but I have always overcome them! My background is in fashion, acting, painting, and financial coaching. After high school I went to a performance arts school in Los Angeles to achieve training in acting. During that time I worked after school and weekends to pay for my education and living expenses. My parents didn't help me financially and I needed to work to pay for my education and living to start a life and build a future in LA.

My Mission

This transformative experience inspired me to reach out to other women, whether they are professionals or housewives, single mothers, pregnant women, or aspiring entrepreneurs who might be in similar situations. I finally decided to empower others to take control of their financial future and enjoy more time with their families and children. By sharing my own journey and the resources that helped me, I hope to help others find the same sense of freedom and fulfillment that I now enjoy. I believe and requote:-

"Proper guidance and a decisive step can turn your life around completely"



I lost my job and I decided, it was time to take that chance on starting my own business. I used the money in my savings to start it. I had been painting for years and chose to design leggings made out of my artworks.

I built it all by myself and it was really hard. Eventually, the cost of inventory, manufacturing, and running ads made me lose all my money. I got to a point where I was desperate for a job because I couldn't afford rent.

I was fortunate to land a job back in luxury fashion. This time I was smart about my money. I used the money I made to pay off all my debt and save. But, Time got away from me, I stayed like this for years working.

UNTIL..... **COVID HIT.**

In November, I found out I was pregnant and it **immediately changed me.** I knew I had to make money from home so I could stay with my baby!

After Joining DWA "**DIGITAL WEALTH ACADEMY**" course and learning what digital marketing is, it really opened my eyes and showed me

My life has changed for the better because I can own my own business without all the financial stress, not waste hours trying to figure out how to set things up, have a community of wonderful people who are also just like me, meet new people around the world, and I get to spend time at home with my family and I get to raise my daughter!

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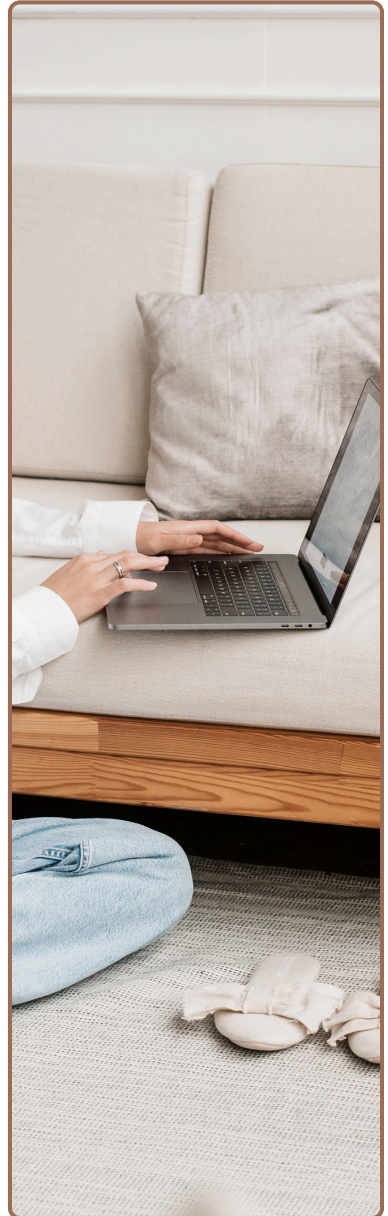
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Quick Blueprint on How, it All Works

ONE

PICK YOUR NICHE + AUDIENCE

Choose a profitable topic/area you're passionate about (health, wealth, relationships, parenting, etc) and a target audience you want to help. Do your research and identify a common problem that people in your niche face.

TWO

IDENTIFY YOUR INCOME GOALS

Think about the monthly income you'd like to earn at the 12-MONTH MARK in starting your business. Setting realistic income goals early on can help you identify products at various price points you want to sell and promote in your business and the number of sales you need to consistently make to achieve your set income goal.

THREE

SELECT DIGITAL PRODUCTS TO PROMOTE

Purchase a Done-For-You (DFY) digital product or create and customize one from scratch. This digital product should solve your target audience's problem. [The Digital Wealth Academy \(DWA\)](#) is an example of a DFY Digital product you can purchase, learn from, and resell for 100% profits

FOUR

CREATE A FREEBIE/AKA LEAD MAGNET

A freebie (or lead magnet) is an incentive you offer your target audience in exchange for their email address. Create one, and let this be your first offer in order to build your email list. Your free offer should be related to the paid products you sell.

Five

CHOOSE THE PLATFORM TO HOST YOUR ENTIRE BUSINESS

A freebie (or lead magnet) is an incentive you offer your target audience in exchange for their email address. You can sell your digital products, build your email list and create all your backend systems in either [Stan.store](#) or [Systeme.io](#)

Quick Roadmap on How it All Works

SIX

SET UP YOUR BACKEND SYSTEMES

Once you identify which platform you will use to host your business -- you will need to set up your offers and emails in either [Systeme](#) or [Stan.store](#)

SEVEN

AUTOMATE YOUR BUSINESS

You should set up as much automation in your business early on so that you have to do as little work as possible. You can set up email workflows in [Systeme](#) or [Stan.store](#) and use [ManyChat](#) to automate your social media messages.

EIGHT

CREATE YOUR SOCIAL MEDIA ACCOUNTS & DRIVE TRAFFIC TO YOUR OFFER

Set up free social media accounts on Facebook, TikTok, and Instagram and drive traffic to your freebie to grow your email list and to your paid offers to increase your sales. You can do this completely faceless by using aesthetic stock videos instead of showing your face!

NINE

CONTINUE TO SEND EMAILS TO YOUR EMAIL LIST ABOUT YOUR OFFERS

In order to continuously bring in sales in your business, regularly send emails to the list you have built about the products you are selling.

TEN

CONTINUE TO BUILD YOUR COMMUNITY & BRAND

As you market your digital products, you should also focus on building your brand and community through your content. You also want to create a community of loyal "fans" that come back and buy from you in the future

CHAPTER 1

WHAT IS DIGITAL MARKETING?

**DIGITAL MARKETING
ACCELERATOR**

Master Resell Rights (MRR)

Master Resell Rights (MRR) is like having a special key that unlocks a world of digital opportunities. It's a unique type of permission granted by the creator of a digital product, like an e-book, software, or course, that allows you to use the product for yourself and sell it to others. Imagine buying a book and then being given the right to sell copies of that book to friends or anyone interested. With MRR, you can do just that in the digital world. You get the product and the 'rights' to pass it on, helping you create your very own online business by offering valuable products to a broad audience.

With Master Resell Rights, you can sell the product and grant your customers the same reselling power. It's like handing them the same special key you received.

How does it work?



PURCHASE A MRR PRODUCT



LEARN THE SKILLS & IMPLEMENT



RESELL AS YOUR OWN FOR 100% PROFITS

This is why this business module has revolutionized the digital marketing industry: You get ahead of the game when you purchase a product with MRR and can resell it for 100% of the profits.

Private Label Rights (PLR)

Private Label Rights (PLR) refer to a licensing arrangement where the creator of a product grants others the right to use, modify, and sell that product as their own. This typically applies to digital products like articles, ebooks, software, or graphics. With PLR, the buyer usually receives the right to brand the product with their name and logo and can make changes to the content. However, the specific terms can vary based on the license agreement. Some PLR content can be quite flexible, allowing extensive modifications, while others may have more restrictions.

PLR is commonly used by marketers, bloggers, and business owners to quickly create and release products without investing time and effort in creating everything from scratch. It provides a way to leverage existing content for various purposes, such as building a brand, offering lead magnets, or creating products for sale.

How does it work?

❖ PURCHASE A PLR PRODUCT

❖ REBRAND & MODIFY AS YOUR OWN

❖ RESELL AS YOUR OWN FOR 100% PROFITS

This business module is also disrupting the industry because you get ahead of the game when you purchase a product with PLR (PRIVATE LABEL RIGHTS). My favorite part is that you can rebrand and modify it to add your style and resell it as your own for 100% of the profits.

**LET'S GET TO THE GOOD PART,
SO HOW ARE YOU GOING TO MAKE MONEY?**

Making Passive Income with MRR/PLR Digital Products

Digital products are excellent to market and sell online because they have high-profit margins—unlike physical products, which require constant inventory purchases. With digital products, you only need to create them once, and then you can resell them over and over again for profits!

AND OF COURSE! You do not need any experience, knowledge, or a specific degree to start. You can truly start this as a complete beginner and build it from the ground up, just like I have! The next page includes a list of benefits of selling digital products.

Forbes has announced that the Digital product industry will be a billion-dollar industry in 2024. So yes, the best time to create and sell your digital products was yesterday, and the next best time is

TODAY!



Benefits of Selling Digital Products

Low Overhead Costs:

Crafting and selling digital products is a cost-effective choice with minimal upfront expenses, perfect for budget-conscious entrepreneurs.

Scalability

Digital products are highly scalable. Once created, you can sell them over and over again for 100% profits!

Flexibility

Selling digital products offers flexibility in terms of when and where you work. You are your own boss! You set your own schedule, work from home, and tailor your business to your lifestyle.

Passive Income

After the initial creation and setup, you can continue to earn money as people purchase your products, even while you're not actively working on them. The opportunities for digital marketing are **LIMITLESS!**



Making Passive Income

Let's do some money math so you can see what's possible with Digital Marketing! Remember that with MRR and PLR items, you only need to make one sale to get your investment back! Here's how you will have a six-figure year with digital products!



SELL A \$2000 Digital Product to 50 people

SELL A \$1000 Digital Product to 100 people

SELL A \$500 Digital Product to 200 people

SELL A \$100 Digital Product to 1,000 people

SELL A \$50 Digital Product to 2,000 people

If you love what you see so far about done-for-you products & Master Resell Rights, then you will love the courses that I offer that come with Master Resell Rights as well! Each course comes with top-tier step-by-step (beginnerfriendly) video training PLUS a community of like-minded individuals to network & connect with!

Plus, you will have access to me for any questions you have!

Digital Business

First, decide what you want to do with digital marketing and digital products. Are you creating your own products from scratch? Reselling done-for-you products? A little bit of both? It's up to you! Are you going to be a faceless creator or show yourself? Faceless is about aesthetic content without your face in it. This is an excellent option for anyone who wants to stay anonymous.

LET'S GET YOU STARTED!

2

CHAPTER

STARTING YOUR OWN ONLINE BUSINESS

**DIGITALMARKETING
ACCELERATOR**



When starting any business, it's essential to gain clarity on your purpose for starting in the first place. The reason is that you're likely to give up without a purpose when things get hard. The first step on this amazing journey is getting crystal clear on your why, ideal niche, and dream customer/ target audience. Trust me when I say, DO NOT skip this crucial step!

Determine Your Why

Before determining what you'll sell, it's crucial to understand why. This will reveal your deepest motives and help you push through the "hard" days:

Ask yourself:

- What initially attracted me to this online business?
- What impact do I most want my work to have in the world?
- How is this business going to change my life? What will my loved ones and I gain from this?

Be honest with yourself here and dig deep. The most successful businesses solve real problems from an authentic place of passion. Yours is no different

Choose Your Niche

Once you tap into your underlying drive, now it's time to use it to choose a niche you're genuinely passionate about.

WHAT IS A NICHE?

A niche is just a specific area or topic that you focus on. It's what makes your content unique and helps you attract a targeted audience. For example, my niche is online wealth and e-learning. More specifically, I help ambitious men and women monetize their social media accounts by learning high-income skills and selling digital products or promoting other people's products through affiliate marketing.



Choose Your Niche



WHY IS IT IMPORTANT?

When you have a clear niche, you attract a specific audience that is interested in the things you talk about and sell. You build a following with high focus interest, so that it's way easier to monetize your content. It also builds credibility because you become an expert in that specific area. People start to see you as someone who can be trusted and knows what they're talking about.

With so many content creators out there, having a niche can help you stand out from the crowd. It makes it easier for people to remember you and enables you to differentiate yourself from others who may be creating similar content.

The “Perfect” Niche

Narrow it down to a specialty area you:

- Feel genuinely excited and curious about daily
- Consider yourself knowledgeable in already (you DON'T have to be an expert, though!)
- Could create endless content around

For instance, someone passionate about the environment might choose a niche like zero-waste living, ethical cosmetics, or fashion. Let your pre-existing passions guide you.

Picking a niche is one of the most important things you'll do to build a successful digital product business and content strategy. It determines your **audience**, **content topics**, and **revenue potential**.

THE PERFECT NICHE:

Your niche should sit at the intersection of things you are passionate about, the things you are knowledgeable about, the problem you are solving for others, and the demand available. Also, make sure your niche is profitable.



Choose Your Dream Customer

It's time to think about your dream customer (target audience). The entire purpose of a digital product is to **solve a problem** within a particular niche and for a specific audience.

It's important to know exactly who your target audience is when selling digital products. Why? Because it helps you craft a message in your marketing strategy that will connect directly with a specific audience who is more likely to convert into a customer

Let's start by identifying your ideal audience's **demographic characteristics**, such as age, gender, location, education, and occupation.

Think about what kind of content and digital products they might be interested in and what their values and beliefs might be. Let's have some fun creating your ideal customer persona!

Give them a name, personality traits, and a backstory that reflects their characteristics, interests, behaviors, needs, and wants. This will help you create a message through your content that speaks directly to them and builds a connection with them.



CHALLENGE:

Take 2-3 minutes, grab a pen & paper, and brainstorm. Write down everything you know about your ideal customer.

Here are a few questions to get you started:

- What's their gender?
- How old are they?
- Where do they live?
- What do they do?
- What are their hobbies?
- What are their goals?
- What do they need from you?
- How could they feel seen or heard?

You've identified your target audience once you've determined those core customer attributes. Now become intimately familiar with their world, interests, and values. This allows you to tailor your products and marketing to connect with them!

By getting clear on your why, choosing a profitable niche, and understanding your audience's desires, you've set your foundation for business success.



Building Your Brand



This is one of the most exciting parts of building your business - YOUR BRAND!

Building a personal brand will make you stand out from the crowd. What is a personal brand really? You can think of it as your reputation. It's what others think of you when you're not in front of them.

Believe it or not, building your brand is about so much more than colors and fonts. How you make people feel is your brand. What you are known for is your brand. Your unique, authentic self is your brand. Your story is your brand. **YOUR ENERGY IS YOUR BRAND!**

For your brand, you will want to consider things like:

- **The "tone" of your messaging** (i.e. serious, casual, funny, sassy, professional, inspiring, authentic, etc.)
- **The style of your products and social media** (i.e. feminine, modern, minimal, luxurious, bold, bright, moody, etc.)

- **The values you communicate in your content and decision-making** (i.e. ambition, gratitude, family, success, motivation, freedom, adventure, joy, etc.)
- **Your “brand story”** (i.e. your personal story or parts of your journey that will resonate with your target audience)

Start collecting screenshots of other people’s social media feeds or content that best represent your style and the look you want to achieve with your business.

Pay attention to fonts, colors, and even the layout of others’ bios!

These screenshots can be collected inside a photo album. Trust me, they will come in handy when you are actually setting up your own social media profile where you will be bringing in traffic to your digital products

QUICK TIP:

Pinterest can be a great place to find color inspiration! You can just type "Color Palette" into the search bar and look through the photos that come up. But remember: Sometimes less is more! You don't want too many colors.



Elements of Personal Branding

VISUAL IDENTITY

Your visual identity is everything from your profile picture to the fonts and colors you use in your content. When you have a consistent visual identity, it can make your brand more memorable and recognizable to your audience.

TONE OF VOICE

Your tone of voice is the way you express yourself through your words, both written and spoken. It's not just the words you use, but also your choice of emojis, sentence structure, and even punctuation. All of these elements contribute to the way your brand communicates with your audience.

CONSISTENCY

Branding is consistency. Make sure that your content, visual identity, and tone of voice are consistent across all of your social media platforms and stores. Also, make sure you stick to your posting schedule so you don't let your audience down!

ENGAGEMENT

If you want to build a strong community around your brand, it's important to engage with your followers regularly. Whether it's responding to comments and messages or creating opportunities for your followers to interact with you and each other.



3

CHAPTER

INCOME GOALS

**DIGITALMARKETING
ACCELERATOR**

Income Goals



Think about the monthly income you'd like to be bringing in at the **12 MONTH MARK** in starting your business

To make it simple with the math breakdown, let's say your goal is \$100k/year.

Now, take that number and **divide it into four quarters like this:**

1st quarter: \$10k

2nd quarter: \$20k

3rd quarter: \$30k

4th quarter: \$40k

Do you see how with each quarter, it progressively increases? This is because this is what businesses generally experience! They start bringing in a smaller amount, and with consistency, time & effort - it compounds!

Your First Quarter:

Let's look at your first quarter (your first 3 months post-launch)...

If the goal is \$10k, those first three months might look a little something like this:

Income Goals

month 1: \$2k

month 2: \$3k

month 3: \$5k

Now, let's look at..

Your First Month:

If your goal is to bring in \$2k in your first 30 days of launching your digital product at \$97, you'd only have to make 20 sales!

Are you realizing how crazy good the potential with this is now?! Even as a beginner, even as someone starting

a

new social media account?!

And the coolest part? It's PASSIVE income, meaning you could be making

\$\$ in your sleep!

It's sales being made because of a few social media posts per week and one simple funnel you have already

set

up.

Passive income is life-changing! Now

let's get to work on getting

everything

set up so you can start bringing it in!



4

CHAPTER

CREATE & MONETIZE YOUR PAGE

**DIGITALMARKETING
ACCELERATOR**

Name Your Page

It's time to create new social media accounts. I personally use Instagram, TikTok, and Facebook. When it comes to naming your page, you will want to think about what's going to be the clearest and simplest way to communicate what you're offering to your target audience.

You'll want to avoid having to change your name down the track and you never know how your business might evolve so don't choose a name that narrows you down too much like "side hustles" or "digital products".



REMEMBER:

Choose your own personal branding, please do not copy mine or others. This is where YOUR personality and passions come to life - so be original! Don't choose a name that narrows you down too much like "side hustles" or "digital products".

Monetize Your Page

Now that you have your business foundations set up, it's time to monetize your social media accounts!

There are a few ways to do this: affiliate marketing, digital products, and/or done-for-you (DFY) digital products.

These business models are all extremely cost-effective, require zero inventory and shipping, and have great profit margins - making them an extremely profitable way of making money online.

Let's explore the differences between these on the following page.



AFFILIATE MARKETING

1 Find other companies products to promote a Google “[your niche] + best affiliate programs + [your country]”

b. Or use Clickbank, Digistore24, JV Zoo, CJ Affiliate, etc

2 Apply, get your affiliate links, & begin promoting online

3 Keep only a % of the profits.

DIGITAL MARKETING

- Create your own products
- Do market research on what your target audience wants.
- Use ChatGPT for product ideas, outlines, etc.
- Use Canva to create PDFs & Teachable to create courses
- Begin promoting online
- Keep 100% of the profits!

DONE-FOR-YOU DIGITAL MARKETING

- Purchase a Done-for-You product within your niche
- Begin promoting online
- Keep 100% of the profits!

YES! IT'S REALLY THAT SIMPLE!

Pro Tip: Don't treat it as an “either-or” situation. Blend them together to diversify your income streams. For example, I focus on done-for-you digital marketing, but I also have a few of my own digital products that I created and sell, while at the same time dipping into affiliate marketing by promoting business tools that have helped me and can benefit my students.

This comprehensive approach maximizes your potential for success and allows you to build multiple streams of income in your business.

Digital Marketing

HOW TO CREATE YOUR OWN DIGITAL PRODUCTS IN CANVA:

1 Go to **CANVA**

2 Type in the type of template you're looking for, like "planner", "checklist", "eBook", "calendars" etc. in the search bar

3 There are a ton of beautiful aesthetic ones to choose from! Simply input your content and branding into it, customize it as your own, and save it as a PDF document, and voilà! You have created your own digital product!

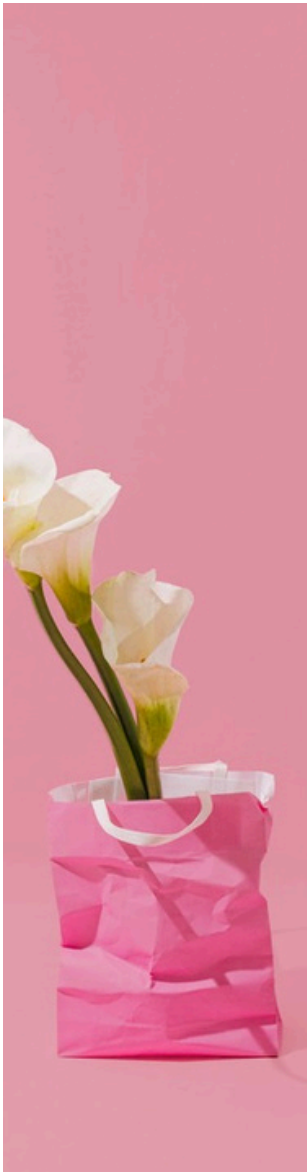
NOTE: If you use any of Canva's free templates, be sure to customize it as your own before selling it - check their policy [HERE](#) for further clarification.

CUSTOMIZING/ SAVING YOUR DIGITAL PRODUCT:

- 1 Open your PLR digital product on Canva.
- 2 Customize the colors and fonts to your branding and style. You can even add or subtract text - it's completely your choice. New to Canva? Click [HERE](#) for a FREE tutorial!
- 3 Once you're happy with the final product, save your digital product as a PDF document.



70 Niche-Specific Digital Product Examples



Social Media

- Reels Guide
- How to Grow Your Social Media
- Aesthetic Stories
- How to Land Brand Deals

Fitness

- Gym Guide for Beginners
- Home Workouts without Equipment
- Meal Plan for Fat Loss
- How to Stay Fit as a Dad
- Low Impact Workout Guide

Lifestyle

- Recipe and Cooking E books
- Weekly and Monthly Planners
- Travel Guides
- Healthy Grocery Options

Educational

- Fluent Language Guide
- Guide to Ultimate Discipline
- Photography Course
- Peaceful Meditation Course
- Guide for Optimal Studying Habits

70 Niche-Specific Digital Product Examples

Finances

- Budget Tracker
- Bill Tracker Saving Plan
- Investment Strategies Course

Real Estate

- Investing in Real Estate 101
- Understanding Mortgages Guide
- Real Estate Negotiation Tactics
- Home Purchasing Guide

Parenting

- Positive Parenting Guide
- Guide to Toddler Development Milestones
- Survival Guide for New Parents
- Raising Resilient Kids Ebook

Relationships

- Guide to Communication Skills for Couples
- Love Languages Explained
- A Guide to Navigating Long-Distance Relationships
- Building Trust E-book
- Divorce Recovery Guide



70 Niche-Specific Digital Product Examples



Affiliate Marketing

- An Ultimate Niche Guide
- SEO for Affiliate Marketing
- Email List Building Blueprint
- Funnel Builder Guide

Home Decor

- Ultimate Home Styling Guide
- Room Makeover Templates
- Seasonal Decor Inspiration Guide
- Smart Home Technology Guide

Travel & Adventure

- Travel Photography Masterclass
- Destination Travel Guides
- Budget Travel Hacks eBook
- Airline Miles User Guide
- A Guide to Travel Credit Cards

Pet Care

- Healthy Pet Nutrition eBook
- Pet First Aid Kit Checklist
- Pet Training Video Series
- DIY Pet Grooming Guide

70 Niche-Specific Digital Product Examples

Sustainable Living

- DIY Natural Cleaning eBook
- Reusable Product Swap Guide
- Zero Waste Starter Kit
- Urban Gardening Handbook

DIY & Crafts

- Crafting Essentials Starter Kit
- Handmade Gift Ideas eBook
- Crafting for Kids Activity eBook
- DIY Beauty Products Guide
- DIY Home Renovation Course

Business

- Entrepreneurial Mindset Mastery Course
- Digital Nomad Starter Pack
- Freelancer Success Blueprint Guide
- Small Business Legal Toolkit
- Mastering Business Networking

Mental Health

- Self-Care & Wellness Workbook
- Mental Health Journaling App
- Guided Meditation Course/eBook
- Therapeutic Art Guide
- Stress Management Training



Done-For-You (DFY) Digital Marketing

But if you don't want to go through the burden of creating your own digital products, you can purchase, learn from, and resell done-for-you (DFY) digital products with Master Resell Rights (MRR). DFY digital products are your express lane to online success. Imagine having a product in your hands, a product that's not just valuable but one that you can resell as your own. With MRR, you're not just buying a product; you're investing in a business opportunity. When you buy the product, you can immediately resell it as your own and keep 100% of the profits for every single sale, and you can do this all without the hassle of creating it yourself.

MAKE JUST ONE SALE, AND YOU'VE ALREADY MADE YOUR MONEY BACK

5.47 billion people use the internet daily, so trust me, making one sale per week (or even per day) is not that hard!

It's The Ultimate Shortcut

...where success is not just achievable; it's inevitable.

Your journey to financial freedom begins with Done-for-You Digital Marketing. The [Digital Wealth Academy Course](#) (with Master Resell Rights!) is your guide to unlocking this unparalleled opportunity.

Ready to transform your game?

Click [HERE](#) to start your journey to financial freedom

5

CHAPTER

YOUR FREEBIE


**DIGITAL MARKETING
ACCELERATOR**

Your Freebie

Selling digital products is great, but we need to start making your business more automated (so you can make money while you sleep!). One of the ways we do this is through offering our audience a freebie.

A freebie (or lead magnet) is an incentive you offer your target audience in exchange for their email address. There are plenty of freebie types you can offer. A mini guide, listicle, eBook, mini course, just to name a few.





FREE: DFY Digital Product Guide
Learn how to make money with DFY digital products!



freebie example



Why You Need A Freebie

LIST BUILDING:

A freebie is a great way to grow your email list (we'll dive more into email marketing later). Anyone who signs up for your email list is called a "lead". Having an email list allows you to directly reach your audience, nurture leads, and convert them into paying customers over time.

TRUST & AUTHORITY:

Providing valuable content through a freebie establishes trust, and positions your brand as an authority in your industry. When people see that you're willing to share valuable information without an immediate sale, they are more likely to trust your future recommendations and offerings

SECURITY:

In the event your social media account were to be suspended or banned, having an email list ensures your audience (or business) won't be completely lost!



Why You Need A Freebie



BUSINESS AUTOMATION:

Growing an email list and email marketing is the KEY way your digital product business is going to run on autopilot. It is what will enable you to make sales while you sleep or are out with your fam!

LEAD NURTURING:

Once you've collected leads, you can use email marketing to nurture those leads over time. You can provide additional valuable content, share success stories, and gradually guide leads through the buyer's journey, ultimately increasing the likelihood of sales conversion.

LONG-TERM RELATIONSHIP:

Lead magnets are not just about immediate conversions; they are a tool for building long-term relationships with your customers. Through ongoing communication and valuable content, you can keep your audience engaged and turn one-time buyers into repeat customers.

Creating Your Freebie

It is important that your freebie is directly related to your paid digital product. Your freebie is going to give your ideal customer a sneak peek into the value that they will receive in your paid offer. Give them a taste, but not the entire bite!

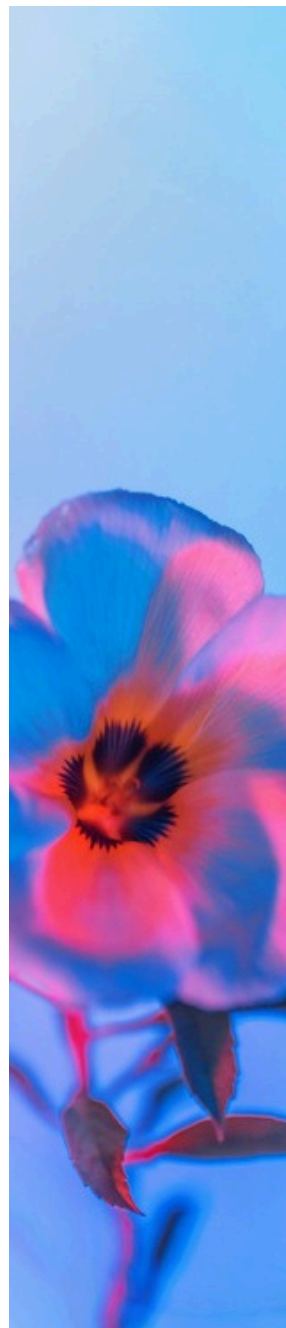
A freebie provides a solution to a problem. To entice your target audience to download your freebie, you need to offer them a solution to a problem they are wrestling with. Oh, and make sure it holds value! You don't want to be offering something **NOBODY** would opt in for!

TYPES OF FREEBIES:

- Webinar/ Mini Course
- Mini Guide or Ebook
- Templates
- Check-lists/ Listicles
- Short Training Videos

NEED INSPO?

Look into what other people in your niche are offering as freebies by signing up to their email lists. Remember, don't copy them, just use them as a guide!



6 CHAPTER

YOUR BACKEND SYSTEMS

**DIGITALMARKETING
ACCELERATOR**

Systeme.io & Stan.store

Setting up an online store to sell your digital products has never been more simple...thanks to Sytme.io & Stan Store!

These are the only 2 websites I recommend for your digital marketing business (your freebie, digital products, emails)! Your audience can simply click the link in your bio, shop your digital products, and receive them straight to their inbox!

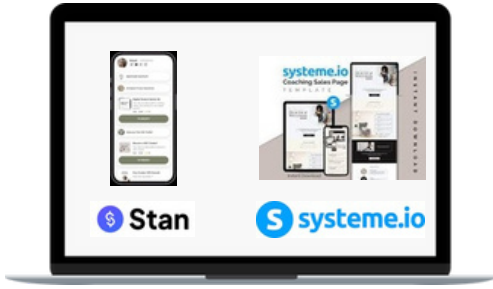
There are other options that you can choose from, however, Systeme.io and Stan Store are hands down my absolute favorite platforms for digital marketing.

There are also SO many other things you can do within these two platforms such as host affiliate links, create courses, email marketing, schedule Zoom calls, and much more!

You can choose between hosting your digital products on Systeme.io or Stan.Store. In the next few pages, I will run you through the differences and how you can create accounts in both.



Systeme.io vs. Stan.store



STAN STORE

- All-in-One Creator Store
- Multiple Links
- Affiliate Program
- Data Analytics
- Ideal for Digital Product Selling
- One-on-One Coaching Available
- Private Creative Community Access
- Extremely easy user interface
- Start for FREE, their Creator Plan is at \$29/month and their Creator Pro Plan is at \$99/month. The Creator Pro Plan allows access to ALL their features, specifically their email marketing and funnel-building features.

Stan.store is for you if you're seeking an all-in-one solution with link-sharing and hosting your own products for sale, and want a very friendly user interface.

SYSTEME.IO

- All-in-One Marketing Platform
- Multiple Links Affiliate Program
- Data Analytics
- Ideal for Digital Product Selling
- Build entire websites
- Gives options for Search Engine Optimization
- More options for customization
- Systeme.io is completely FREE up until you have 2000 contacts on your email list or 3 sales funnels.

Systeme.io is for you if you're seeking an all-in-one solution for hosting your own products, funnels, and email marketing and are interested in more customization options and want to start for FREE.

[GET A STAN STORE FREE Stan Store](#)

[GET A SYSTEM IO FOR FUNNEL](#)

Setting Up Stan.Store

STEP ONE:

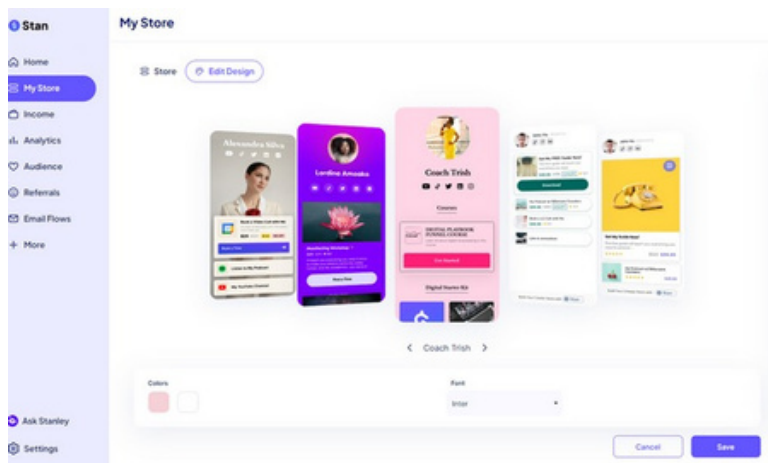
Use [THIS LINK](#) to create your Stan.store account and get a FREE 14-day trial (please note that if you go through the regular website, you won't get the FREE trial!)

STEP TWO:

[Go through this "Getting Started" section](#) to make sure you get set up the correct way! Watch [THIS VIDEO](#) if you need extra guidance with setting up.

STEP THREE:

Go to "My Store" and then "Edit Design". Here you can pick what layout you want for your storefront. You can also pick your branding colors for your Stan Store for a more cohesive business aesthetic.



Setting Up Systeme.io

STEP ONE:

Use [THIS LINK](#) to create your FREE Systeme.io account.

STEP TWO:

Put in your email address at Systeme's website and click the blue button that says, "Get My FREE Account"



STEP THREE:

You

'll need to confirm your email address and then your account will be activated!

STEP FOUR:

Watch these tutorial videos to help you get everything setup in Systeme.io, by clicking [HERE](#).

7

CHAPTER

AUTOMATE YOUR BUSINESS

DIGITALMARKETING
ACCELERATOR

Email Marketing

Here we're going to delve deeper into email marketing because this is what will keep your business running on **automation**.

Email marketing is just another way of saying "selling with emails". In this day and age, we have the ability to sell directly to our audience, through setting up and sending out automated emails.

With a well-written email flow (or sequence of emails) that goes out to your email list, you can build trust and convert leads into customers with ease and automation.

EMAIL FLOW EXAMPLE ON STAN STORE


Email Flows

Flows Broadcasts Recipients

DFY Digital Products Draft

Name	Delay
Purchase	
Are you ready for your first \$3-6k months?	4 hours
Five steps to starting a DFY digital product biz	2 days
You are closer to making money than you realize	3 days
Another \$235 made while sleeping!	5 days
Over \$2,000 in 14 days	7 days

+ Add Email



Confirmation Emails

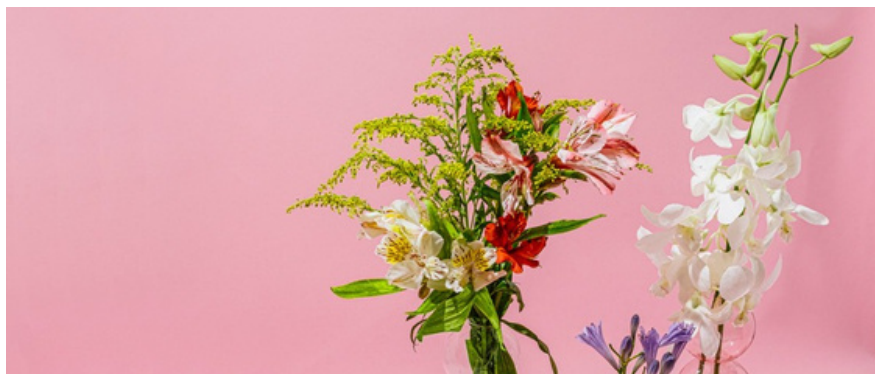
The first thing you will want in place before setting up your email flow is a **confirmation email** containing the **download links for each of your digital products (including your freebie).**

I have **TWO free confirmation email templates** for you to copy + paste (and customize as your own). **ONE for your Freebie and ONE for your paid digital product.**

P.S. HERE'S HOW IT WORKS..

Someone signs up for your freebie > they receive a confirmation email with their freebie and a small message from you

Someone buys your digital product > they receive a confirmation email with their paid digital product and a small message from you.



Free Confirmation Email Templates

Subject: You did it! Here is your freebie!

**FREEBIE EMAIL
TEMPLATE**

Hi [**Customer Name**],

Woohoo! You did it! I am so excited to share more with you about DFY/done-for-you digital products, as well as how you can get YOUR profitable digital product biz up & running!

Here is your freebie: [**PRODUCT LINK**]. Tomorrow you're going to get another email from me with more info about my [**Product Name - insert hyperlink**]. If you don't see it in 24 hours, be sure to check your promotions tab or spam folder and move that message over to your primary inbox so you don't miss out on any updates!

And don't forget, you can always shoot me a DM on IG [include hyperlink] anytime with any questions you have! I am cheering you on!

[**Your Name**]



Free Confirmation Email Templates

EMAIL
TEMPLATE FOR
PAID ITEM

Subject: WHOOHOO! Here is your **[Product Name]**!

Hi **[Customer Name]**,

Thank you for purchasing **[Product Name]**! I'm so excited for you to dive in. I can't wait to see what you do and how your life changes with this!
Here is your download:

[DOWNLOAD LINK]

Shoot me a DM on IG **[include hyperlink]** when you get a chance to let me know that you've taken this step! I'd love to connect & celebrate with you!

[Your Name]



Email Workflow

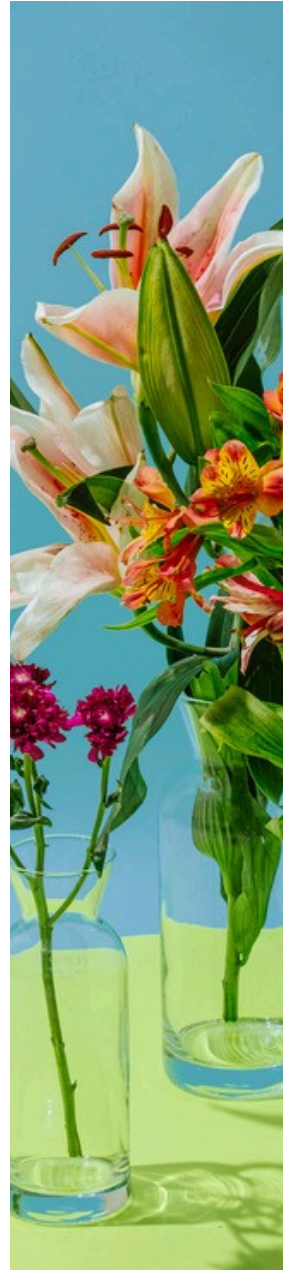
Once you set up your email confirmation, you will need to set up an email workflow. An email workflow is an automated series of emails sent to subscribers, who grab your freebie or make a purchase.

These emails are designed to guide recipients through a journey, delivering relevant content and messages at strategic intervals.

Email workflows help businesses nurture leads, engage customers, and achieve marketing objectives by delivering personalized communication tailored to subscriber behavior and interests

They streamline the process of email marketing, saving time and effort while maintaining consistency and effectiveness in communication with subscribers.

This is important for your digital marketing business because it automates your business, saves time, increases efficiency, and ensures consistency in messaging, ultimately driving engagement, conversions, and revenue growth.



Setting Up An Email Workflow



You can setup email workflows in both System and Stan.store to automate your business, nurture your leads, and increase your revenues

The number of emails in an email workflow can vary depending on the specific marketing goals and the preferences of your business. However, a typical email workflow may consist of anywhere from 3 to 10 emails, with each email serving a specific purpose and being strategically timed to guide subscribers through the desired conversion path

The screenshot displays the Stan Email Flows interface. On the left is a navigation sidebar with options: Stan, Home, My Store, Income, Analytics, Audience, Email Flows (highlighted), More, and Settings. The main content area is titled 'Email Flows' and includes a 'Copy' button for 'stan.store/creatorsuccess'. Below this, there are tabs for 'Flows' and 'Broadcasts'. The central heading is 'Create an Email Flow', followed by the text 'Automatically send your customers drip-emails after they purchase your products!'. A list of features includes: Upsells, Thank You notes, and Follow-up instructions. A blue 'Add Flow' button is positioned below the list. On the right, a flow diagram shows a sequence of steps: 'Step 0: A customer purchases your product!' leading to 'Step 1: Automatic email #1', which then leads to 'Step 2: Automatic email #2'.



Automate Your Social Media Accounts

Another game-changing tool you'll want to use to automate aspects of your Digital Marketing business is ManyChat! Manychat is a Meta verified tool that automates your comment replies and your DMs on Instagram and Facebook

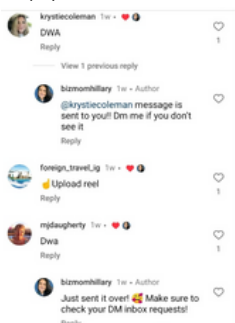
Not only will ManyChat assist in getting your material to people promptly and automatically, but it will save you so much time by automating work that would otherwise take hours to complete. ManyChat has helped over 1 million creators boost their social media engagement, sales, and conversions in their businesses. With ManyChat, you can drive up to 60% more sales in your Digital Marketing business and a lead will never slip away.

Here's How it Works:

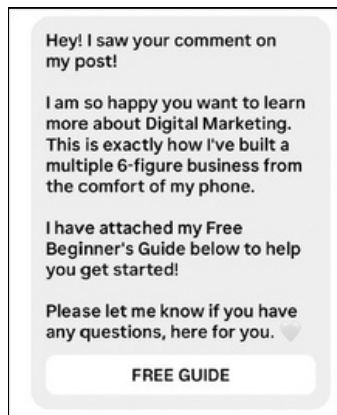
1. The captions in your post will have a Call-To-Action (CTA) like the one below.

!!Comment "MRR" and I'll send you my free beginners guide and how you can get started to!

2. Your lead comments the keyword and gets an automated comment reply. See below.



3. They get an automated DM with the link to your product/ freebie.





How Has ManyChat Helped Other Business Owners?

Abbey J
12d ago (edited) • Testimonials

30k month

I started only a few months ago.. I so desperately needed it to work! I had no way of making money online and was so so stressed. So I decided to go all in and gave myself a 90 day rule. Posting EVERYDAY and showing up daily, no matter what! For a whole 90 days.

30 days in I made my first sale... and now we just hit 30k (aussie!!) in the last 30days!!! Cannot believe it! My business automations like many chat helped me so much! and DWA!!! the best course out there - will forever be grateful

Jessica Brownlee
2d ago • Testimonials

\$10k in 19 days!

Hey guys! Im Jessie! I launched DWA 19 days ago 🥳 to say this is the beginning is an understatement! It feels like yesterday I purchased the course and now I've made \$10,022 🥳 my only regret is that I didn't just start with this course FIRST 😊

Cindy Van Dyck
11d ago • Testimonials

Update + TIPS: \$19k after 12 weeks into Digital Marketing

Bestie! Here's an update after starting 12 weeks ago 🍀

I started with only offering mentorship and two low-ticket strategy guides. Today I'm at 9 digital products of which 3 courses and a mentorship that is almost at its limit.

12 weeks ago I was truly scared, stressed, in doubts and thought this would never work. I guess the normal feelings when you start something new 😊 but my husband said: love, you will make this work and control your mindset to make it work. SO I DID!

Kay D
11d ago • Testimonials

\$1500 day!! I was the biggest skeptic b4 😊

I just want to give someone inspiration today. Every day remember WHY you started this business. Show up consistently and it will pay off. Keep going! The only way to fail is if you quit! My secret is having a daily growth and sales checklist for my business so you don't waste time doom scrolling on social media or getting trapped in the comparison trap. Your day is coming, keep going!!

GET A FREE TRIAL OF MANYCHAT HERE



Please note that if you go through the regular website, you won't get the FREE trial.

8

CHAPTER

SOCIAL MEDIA MARKETING

**DIGITALMARKETING
ACCELERATOR**

Marketing on Social Media



If you are new to marketing on social media, WELCOME!

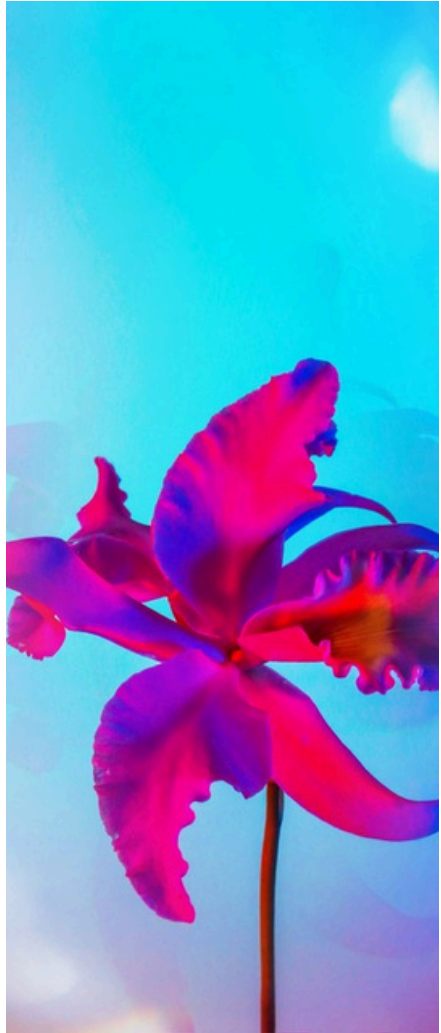
There are over 300 million businesses on Instagram, TikTok and Facebook promoting their services and products! These platforms are an amazing FREE way to share your digital products with the world! Take advantage of it! If you follow me, chances are you've seen my content. My entire social media account was created with the purpose of **building a community and marketing my digital product offers to them.** I've curated a page that is directly targeted at reaching and inviting my target audience to come and check out my brand and digital products.

Marketing on Social Media

You won't see me posting reels about the latest dance trend. Every reel I post has a specific purpose, and that is to either **entertain, inspire,** or **educate** my target audience, and build a loyal community who is interested in starting digital or affiliate

There are **THREE content pillars** I use to guide the content I create.

Sticking to these content pillars will ensure you're not "posting for the sake of posting". They will also help you build a loyal following much faster if you stick to them!



Social Media Content Pillars

EDUCATE

Creating educational content adds a ton of value to your ideal audience. Share insights, tips & tricks, and how-to guides within your niche.

ENTERTAIN/INSPIRE

Weave personality into your content! Use humor, storytelling, or engaging visuals. Share relatable stories or humorous content that you know your ideal audience will be drawn to.

PROMOTE

This is where you promote your digital offers. Mix promotional content with a strategic call-to-action to get people to TAKE ACTION to your offer! Showcase your products and guide your audience on the next steps.

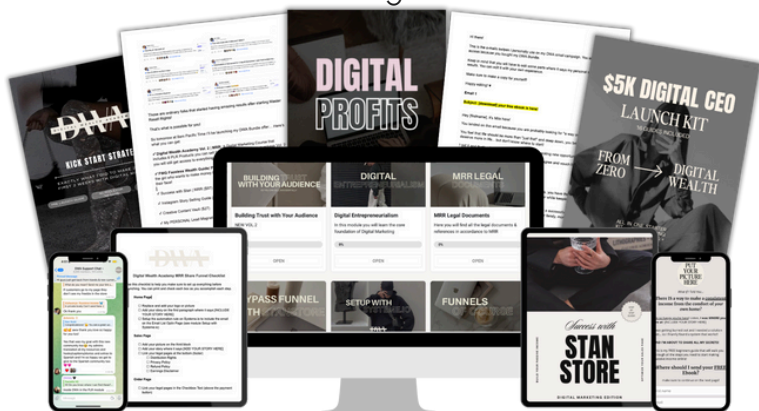
REMEMBER:

Don't make all your content about promoting your digital products! When starting out, it's important to provide tons of VALUE to gain the like, know, and trust of your ideal customer.

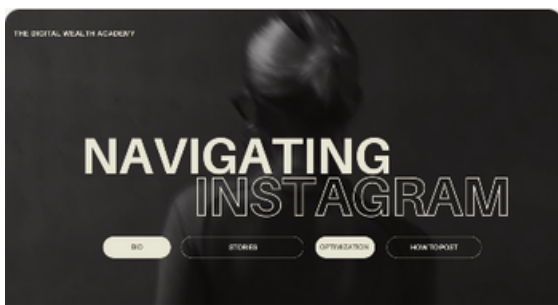
INSTAGRAM STORY SELLING GUIDE | MRR

HOW TO GET STARTED?

This is the PDF guide you can use to read through the content yourself. Ready to resell it to your own audience? Just save it as a PDF and add to your storefront! This guide can be sold at \$97 or higher. You cannot sell it for lower because it will decrease the value of this guide.



These are the exact strategies I used to supercharge my Digital marketing business both in terms of setting up my backend systems and growing on social media to get results like this:



GRAB INSTAGRAM STORY SELLING GUIDE



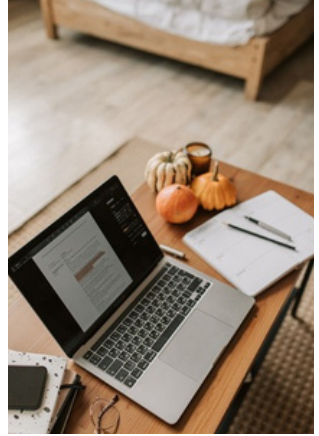
9 CHAPTER

FACELESS DIGITAL MARKETING

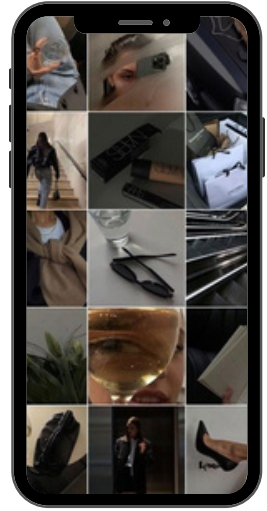
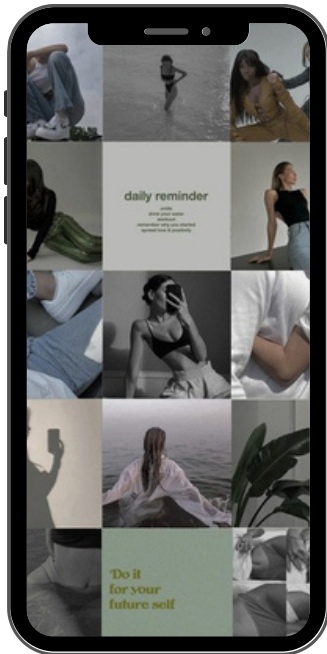
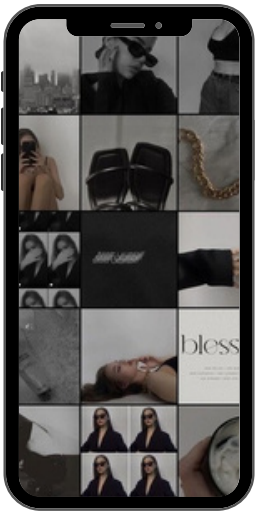
**DIGITAL MARKETING
ACCELERATOR**

Faceless Digital Marketing

Faceless marketing is when you build an online presence and promote products without revealing your personal identity or showing your face.



FACELESS MARKETING IS FOR ANYONE WHO DOESN'T WANT TO BE ON CAMERA!



Why Faceless?

Enhanced Privacy and Security

The foremost advantage of a faceless Instagram account is the protection of personal privacy. In a world where digital footprints can be traced and personal information is vulnerable, maintaining anonymity is like having a digital shield.

This is especially crucial if you're discussing sensitive topics, sharing controversial opinions, or simply wish to keep your personal life separate from your online persona

Creative Freedom

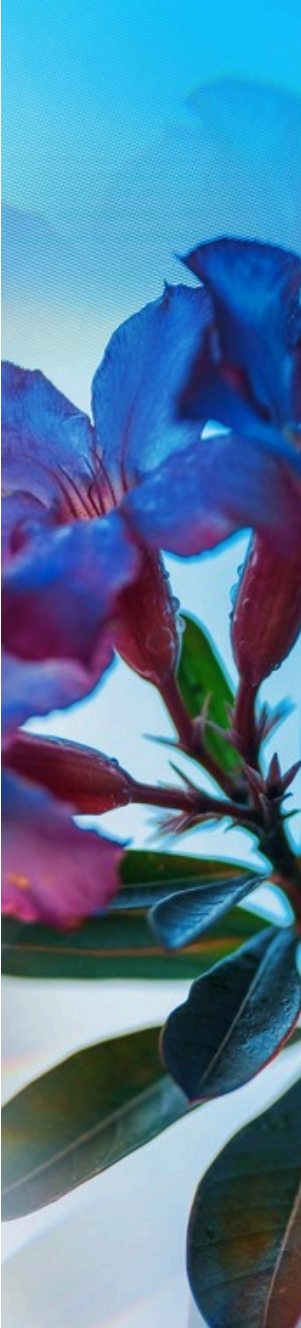
Anonymity is liberating. Without the constraints of personal branding or the pressure of fitting into a certain image, you're free to explore diverse themes and content styles. This means your content can range from whimsical illustrations to thought-provoking quotes, all without the need to align it with a personal brand. It's your content's message and creativity that take the front seat, not your personal story or appearance

Focus on Content Quality

When your face isn't the focal point, your content naturally becomes the star. This can lead to a deeper engagement with your audience, who follow you for the quality and uniqueness of your posts. It's a pure form of interaction based solely on the value you provide, be it through insightful posts, captivating graphics, or engaging videos.



Why Faceless?



Broad Appeal and Inclusivity

Faceless profiles can resonate with a wider audience. By not centering content around an individual's identity, these accounts can transcend cultural, geographical, and demographic barriers. This universality makes your content more relatable to a diverse group of people, widening your potential reach and impact.

Versatility in Brand Partnerships

When it comes to monetization, faceless accounts offer a unique advantage. Brands looking to promote their products or services find such profiles appealing due to their broad appeal and focused content. This can lead to a variety of partnership opportunities, regardless of the niche

Longevity and Adaptability

Anonymity provides the flexibility to evolve your content strategy over time without being tied down to a specific personal brand. As trends change and new interests emerge, a faceless account can adapt more fluidly, ensuring longevity in the ever-changing digital landscape.

A Safe Space for Expression

For many, a faceless account is a safe haven for expression without fear of judgment. It's a space where you can voice opinions, share creativity, and connect with like-minded individuals without the vulnerability that often comes with personal exposure.

Aesthetic Stock Videos

In this digital age, the options for creating faceless content are as expansive as the online landscape itself. You can utilize your own videos and photos, expertly shot without revealing yourself, or leverage resources like stock images, videos, and even AI-generated content, eliminating the need for on-camera filming.

Here are the websites I recommend for accessing aesthetic stock videos, which you can use on your social media accounts:

Social Stocks Co.

The Studio Brief

Packsia

My Vanilla Gallery



10

CHAPTER

HOW DO I START?

**DIGITAL MARKETING
ACCELERATOR**

So How Do I Start?

I got you!

I have a digital course that teaches you step-by-step, in-depth, how to get started with digital marketing as a complete beginner!

It's the exact same course I took that taught me these high-income skills. It will teach you how to create your own digital courses, e-books, and products. It will also walk you through step-by-step videos on how to set up your systems like mine and automate your emails! The course even comes with Master Resell Rights (MRR), so you can start reselling it right away for 100% profits in your own Digital Marketing business.

Who is this for?

ANYONE

Aspiring online entrepreneurs, influencers/creators, the list goes on.

I'm extremely passionate about helping others achieve financial abundance so they can focus on what they love to do.

If you've been waiting for a sign, this is it! Let's get you started!

My Digital Marketing Journey



I started on April 10, 2024, promoting a Digital Marketing Course and Master Resell Rights (MRR) products I didn't even have to create. That is the exact one I want to share with you, it's called **The Digital Wealth Academy (DWA)**! It was a no-brainer to resell when I saw how much value it had

Now I'm supporting my family and ready for my coming child.

My life has changed for the better because I can own my own business without all the financial stress.

This transformative experience inspired me to reach out to other **women**, whether they are **professionals or housewives, single mothers, pregnant women, or aspiring entrepreneurs** who might be in similar situations.

What Will I Learn?

WHAT YOU WILL LEARN IN DIGITAL WEALTH ACADEMY:

DIGITAL WEALTH ACADEMY will teach you everything you need to have a successful online business with digital products... Even if you don't have a product to sell!

- Complete ownership of the Digital Wealth Academy - An already Done-For-You (DFY) Course in high demand & ready to be sold for 100% profit! (Value \$997)
- Everything A-Z about business, marketing, and branding in 240+ videos, resources, and step-by-step easy-to-follow modules. This is a ONE. STOP. SHOP. Digital Marketing course that will teach you different ways to monetize as a complete beginner with digital marketing.
- Access to weekly live coaching calls, live content audits, and additional online business trainings.
- Lifetime access to ongoing course updates & community support groups.
- Free access to course upgrades and additions for life.
- Available in SIX different languages - You will have access to the entire course in English, Spanish, French, Italian, Portuguese & German
- Access to the exclusive community of over 50,000+ members to network with!

Your Express Lane to Making Profits

If you don't want to go through the burden of creating your own digital products starting out, you can purchase, learn from, and resell done-for-you (DFY) digital products with Master Resell Rights (MRR). DFY digital products are your express lane to online success. Imagine having a valuable product in your hands that you can resell on your own. With MRR, you're not just buying a product but investing in a business opportunity. When you buy the product, you can immediately resell it as your own and keep 100% of the profits for every single sale, and you can do this without the hassle of creating it yourself.

MAKE JUST ONE SALE, AND YOU'VE ALREADY MADE YOUR MONEY BACK!

5.47 billion people use the internet daily, so trust me, making one sale per week (or even per day) is not that hard!

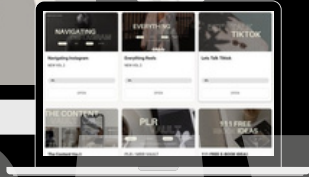
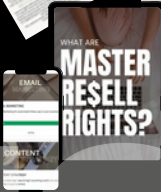
It's The Ultimate Shortcut

...where success is not just achievable; it's inevitable.

Your journey to financial freedom begins with Done-for-You Digital Marketing. **The Digital Wealth Academy Course (DWA)** (with Master Resell Rights!) is your guide to unlocking this unparalleled opportunity. Ready to transform your game?.

START

just launched!



TODAY

Click to Start

START

“BUT I STILL DON’T KNOW WHAT TO SELL?”

RE SELL THE EXACT COURSE!

Once you purchase this course that teaches you everything! you also legally own the rights to the course so it becomes your very first digital product.

You can then resell it for 100% profit.

GRAB YOURS HERE!



IMPORTANT LINKS

(DIGITAL WEALTH ACADEMY)

[Click Here](#)

STAN STORE

[Click Here](#)

MANYCHAT

[Click Here](#)

[Systeme.io](#)

[Click Here](#)

**If you have any questions, please
reach out at
hillary@bizmomhillary.com Or Dm
on Instagram - [Click Here](#)**

**Do You Believe That
Taking Action is Important**

**How My Life Shift
From Financially Stressed Life
To
Empowering Other Women's Lives**



[Click Here](#)

From the Bottom of My Heart

Thank You!

For being a part of my amazing community!! I
CANNOT wait to see your digital business
THRIVE and grow from utilizing these tips

Cheering you on my friend!!

Your journey is just beginning, and the possibilities are endless. Best of luck in your exciting venture into the ever evolving realm of digital marketing! And make sure you follow my journey on my social media channels. I would love to stay connected with you!

Hillary Cortivo

📷 [@bizmomhillary](https://www.instagram.com/bizmomhillary)

🎵 [@bizmomhillary](https://www.tiktok.com/@bizmomhillary)

✉️ hillary@bizmomhillary.com

